Formula for Successful Innovation

Like the apple falling from the tree providing the inspiration for gravity, you never know where your best ideas will come from. After contemplating the concept of successful innovation, here's a formula that we have discovered works.

Inspiration + \$\$\$ + Smart Help *Great Location 2 = Successful Innovation





GET \$\$\$

Team up with people working on projects like:

- LaunchSpot at Crexendo: Incubator based on Ycombinator model opens in September
- Valley Ventures: \$85 million under management; funding up to \$5 million
- Southwest Value Acquisitions: Funding up to \$3 million per company
- •\$347 million in research grants at ASU in 2010

GET corporate partners

Facilities including the Flexible Display Center, Biodesign Institute at ASU and Global Institute for Sustainability attract many corporate partners for research and development projects, creating an atmosphere of collaboration in the public and private sectors. Here are some:

- ITO America
- Boeing
- Honeywell

- Particle Measuring Systems
- DuPont



Global Institute for Tempe Incubator

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Sustainability







Check out Tempe

Tempe Tech **Facilities**

GET smart help

- 300,000 sq ft Industrial Science and Technology IV building under construction now at ASU with 80 labs for bio and chemical research
- 200,000 students in Tempe colleges and universities ranging from ASU and the Southwest Institute of Naturopathic Medicine to University of AdvancingTechnology
- 5,000+ patents originating in Tempe
- 320-acre ASU Research Park for technology companies
- 40% of population holds Bachelor's Degrees or better; 18 percent hold doctorates
- 20% of workforce employed in tech field Top 10 ranking for invention disclosures (187 in 2010) and startups per \$10 million in research at Arizona Technology Enterprises
- 3 Nobel Laureates in Tempe

GET inspired

Team up with people working on projects like:

- Molecular, programmable DNA robots
- Wearable, wireless environmental sensors
- · Microbes, spaceflight and human health
- Single-dose, low-cost pneumonia vaccine for infants
- New treatment to halt the infection of West Nile virus
- Develop stroke rehabilitation video game: Kinetic Muscle Hand Mentor (pictured)

GET TEMPE

Beyond having Arizona's best atmosphere for innovation, Tempe is

a great place to enjoy life. Just walk out your office door to be able to:

- Hike Tempe Butte
- Row on Tempe Town Lake
- Stroll more than 100 restaurants, shops, nightclubs and theaters
- Attend concerts featuring national acts
- Hit an Open Mic night
- Run or bike nearly 200 miles of paths







